

What is claimed is:

1       1. A computerized method for managing the level of a company's share price, the company  
2       having a budget with budget items, and a plan for its operations, the method comprising the  
3       steps of:

- 4             (a) receiving data representing a plurality of factors that affect the level of the  
5               company's share price;
- 6             (b) analyzing the data to estimate the absolute or relative influence of at least two  
7               of the factors on the level of the company's share price;
- 8             (c) generating an estimate of how changes in at least two of the factors would  
9               affect the company's share price; and
- 10           (d) making changes in one or more of the company's budget items and/or plans in  
11              accordance with the estimate of step (c) to manage the level of the company's  
12              share price.

1       2. The method of claim 1 wherein the estimate of the step (c) is in the form of a trade-off  
2       table or matrix.

1       3. The method of claim 1 wherein the factors include company-specific share price drivers.

1       4. The method of claim 3 wherein the company specific share price drivers include one or  
2       more of the company's:

- 3             (a) current share price;  
4             (b) past share price;  
5             (c) return on net assets or similar return on investment ratio;  
6             (d) earnings per share;

- 7                   (e) cash flow;  
8                   (f) revenue growth rate;  
9                   (g) earnings growth rate;  
10                  (h) budget;  
11                  (i) operations plans;  
12                  (j) market share;  
13                  (k) mix of business; and  
14                  (l) capital structure.

1                 5. The method of claim 1 wherein the factors include investment and macroeconomic factors.

1                 6. The method of claim 5 wherein the investment and macroeconomic factors include one or  
2                 more of:

- 3                   (a) share prices of peer companies;  
4                   (b) level of one or more stock index;  
5                   (c) interest rates;  
6                   (d) GDP growth rate;  
7                   (e) consumer confidence levels;  
8                   (f) third party forecasts; and  
9                   (g) key relevant currency exchange rates and futures.

1                 7. The method of claim 1 further comprising the steps of:

- 2                   (a1) selecting a subset of the data received; and  
3                   (a2) dynamically sampling the selected data.

1                 8. The method of claim 1 wherein the step (a) is performed at a database, data warehouse, or  
2                 datamart.

1                 9. The method of claim 1 wherein the step (b) is performed though the use of a statistical  
2                 factoring method.

- 1       10. The method of claim 1 wherein the step (b) is performed though the use of linear  
2       regression analysis.
- 1       11. The method of claim 1 wherein the step (b) is performed though the use of non-linear  
2       regression analysis.
- 1       12. The method of claim 1 wherein the step (b) is performed though the use of binomial  
2       analysis.
- 1       13. The method of claim 1 wherein the step (b) is performed though the use of fractal  
2       dimensional analysis.
- 1       14. The method of claim 1 further comprising the step (e) of periodically repeating the steps  
2       (a) - (d) to reduce volatility of the company's share price.

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